

Unit 2: The Social Web

IT 7240 - July 8, 2009

Agenda

- Social media concepts
- Social content; digital assets
- Copyright and Fair Use
- Site evaluation

Social Media

- Online content created by people using highly accessible and scalable publishing technologies.
- Shift in how people discover, read and share news, information and content.
- Fusion of sociology and technology, transforming monologues (one to many) into dialogues (many to many) and is the democratization of information, transforming people from content readers into publishers.
- Allows people to connect in the online world to form relationships for personal, political and business use.

Social Media - Forms

- Forums
 - (<http://it.coe.uga.edu/itforum/>)
- Weblogs
 - (<http://detroitsscience.wordpress.com/>)
- Social blogs
- Wikis
- Podcasts

Social Media Examples



Web Collaboration Tools

- Google.com
 - Mail
 - Docs
 - Calendar
 - Reader
- Acrobat.com
- Blackboard
- Moodle
- Others?

Copyright and Fair Use

- <http://fairuse.stanford.edu/>

Work Group Exercise

- In groups of 3-4, come up with a list of evaluative criteria for gauging the educational value of a social media site
- Develop an evaluation form based on the criteria defined
- We'll do a report out on this by each group

Individual Exercise

- Spend some time looking at the social media sites listed in this session
- Create an account on Twitter (a few already have one); locate a Twitter guide and review (hint: Diigo is good source)
- Begin thinking of education/ collaborative applications for Twitter

Next Class

- Web site evaluations
- Creating our Social Learning Network
 - Ning (Create a Personal Web Page)
 - Twitter
 - Facebook
- Searching